Amendments to the Claims:

This listing of all pending claims (including withdrawn claims) will replace all prior versions, and listings, of claims in the application. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Listing of Claims:

1. (Currently Amended) A method of distributing an advertisement with a computer over a network, comprising the steps of:

managing coupon information which defines a benefit upon purchase of a given commodity and advertisement information in association with said coupon information~~, and~~<u>;</u>

transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal~~;~~ <u>and, as an immediate consequence of said transmitting,</u> storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

referring to said coupon information stored in association with said terminal and determining a benefit upon purchase of the given commodity in response to a benefit inquiry request for said given commodity from said terminal; and

indicating the determined benefit to said terminal.

2. (Original) A method according to claim 1, wherein the benefit defined by said coupon information represent a discount to be offered upon purchase of the given commodity.

3. (Original) A method according to claim 2, wherein said coupon information represents a discount amount to be offered upon purchase of the given commodity.

4. (Original) A method according to claim 2, wherein said coupon information represents a discount rate to be offered upon purchase of the given commodity.

5. (Original) A method according to claim 1, wherein said coupon information represents an expiry date and can be used only prior to said expiry date.

6. (Original) A method according to claim 5, wherein said coupon information represents

a period after which a user is able to use a coupon actually after the user has acquired the coupon.

7. (Original) A method according to claim 1, further comprising the steps of:

referring to said coupon information stored in association with said terminal and determining a benefit upon purchase of the given commodity in response to an application for the purchase of the given commodity from said terminal; and

producing a sales contract for the given commodity with the determined benefit applied, and settling the purchase of the given commodity based on the sales contract.

8. (Original) A method according to claim 7, wherein the purchase of the given commodity is settled by asking a banking organization server which can withdraw money from an account of the user of said terminal, to withdraw an amount of money based on the sales contract from the account of the user of said terminal.

9. (Original) A method according to claim 7, wherein said coupon information represents a condition in which said benefit is applicable, and the benefit defined by said coupon information is applied to the sales contract only when said condition is satisfied upon the purchase of the given commodity.

10. (Original) A method according to claim 9, wherein said coupon information defines a plurality of benefits which are applicable under different conditions, and one of the benefits which is most advantageous for the user is applied to the sales contract among those benefits whose conditions are satisfied upon the purchase of the given commodity.

11. (Currently Amended) A method of distributing an advertisement with a computer over a network, comprising the steps of:

managing coupon information which defines a discount amount upon purchase of a given commodity and advertisement information in association with said coupon information, and;

transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal; and, as an immediate consequence of said transmitting, storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

referring to said coupon information stored in association with said terminal and determining a price upon purchase of the given commodity in response to an application for the purchase of the given commodity from said terminal; and

producing a sales contract for the given commodity with the determined price applied, and settling the purchase of the given commodity based on the sales contract.

12. (Currently Amended) An apparatus for distributing an advertisement over a network, comprising:

advertisement transmitting means for managing coupon information which defines a benefit upon purchase of a given commodity and advertisement information in association with said coupon information, and:

transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal;

coupon information storing means for storing, as an immediate consequence of said transmitting, said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

determining means for referring to said coupon information stored in association with said terminal and determining a benefit upon purchase of the given commodity in response to a benefit inquiry request for said given commodity from said terminal; and

indicating means for indicating the determined benefit to said terminal.

13. (Currently Amended) A method of browsing, using a terminal, through an advertisement distributed over a network, comprising the steps of:

acquiring first contents to which advertisement information is related, via said network;

acquiring the advertisement information related to said first contents, from a coupon management server via said network;

storing an identifier transmitted from said coupon management server;

transmitting said first contents and said advertisement information to the terminal which is connected via said network in response to a request from said terminal and, as an immediate consequence of said transmitting, storing first coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

displaying said first contents and said advertisement information;

acquiring second contents including a list of commodities to which types of second coupon information defining a benefit upon the purchase of the commodities are related, via said

network;

transmitting said types of <u>second</u> coupon information related to the list of commodities included in said second contents and said identifier to said coupon management server to acquire usable coupon information from said coupon management server; and

displaying said second contents and said usable coupon information.

14. (Currently Amended) A program for distributing an advertisement over a network by controlling a computer to perform a process comprising the steps of:

managing coupon information which defines a benefit upon purchase of a given commodity and advertisement information in association with said coupon information, and;

transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal; and, as an immediate consequence of said transmitting, storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

referring to said coupon information stored in association with said terminal and determining a benefit upon purchase of the given commodity in response to a benefit inquiry request for said given commodity from said terminal; and

indicating the determined benefit to said terminal.

15. (Currently Amended) A recording medium readable by a computer and storing a program for distributing an advertisement over a network by controlling the computer to perform a process comprising the steps of:

managing coupon information which defines a benefit upon purchase of a given commodity and advertisement information in association with said coupon information, and;

transmitting said advertisement information to a terminal which is connected via said network in response to a request from said terminal; and, as an immediate consequence of said transmitting, storing said coupon information associated with said advertisement information transmitted to said terminal, in association with said terminal;

referring to said coupon information stored in association with said terminal and determining a benefit upon purchase of the given commodity in response to a benefit inquiry request for said given commodity from said terminal; and

indicating the determined benefit to said terminal.